

3 Easy Tips That Will Immediately Help Intermediate Bloggers

by Raquel Lasenby | Blogging



You've been blogging for a while and have the hang of it. You've narrowed your target audience, created avatars and have a clear picture of the personas you're writing for.

You're not a beginner blogger anymore and want to take some additional steps to better serve the needs of your readers and maximize your business blog's measurable results.

Here are three tips that will help you get the return on investment you're looking for.

Tip One – Create An Editorial Calendar

There's nothing worse than knowing you have to write a blog, sitting down to write and realizing you have...nothing. You stare at your computer, watch the cursor blink at you and feel panic rising.

An easy way to avoid this stress is to create an editorial calendar for yourself and your business. **An editorial calendar is simply a tool that allows you to map out your content for a period of time.**

At a minimum, plan your content at least three months ahead, but you can also plan for the next six months or even up to a year.

As you come up with topics, write them on your calendar. You'll be able to see the information you plan on sharing and discover areas where your content may be lacking.

Also, fill in the calendar with publications from the previous three to six months, which will help you identify areas where gaps may already exist. It's much easier to develop a content marketing plan when you can see what you've already published and what you plan on publishing.

The calendar doesn't need to be complicated. It can be as simple as writing your blog topics on a paper desktop calendar where everyone can see and contribute ideas, or you can use one of the many free digital editorial calendars available online. The point is to plan your topics ahead of time and avoid the panic caused by an empty screen and blinking cursor.

Tip Two – Create Attention Grabbing Headlines

Fifteen seconds.

That's the amount of time a person takes to decide if they're going to read your blog or not, according to [Tony Haile of Chartbeat](#).

Your headline is the curb appeal of your article and needs to pull your readers in.

Spend at least fifteen minutes creating several different headlines, remembering to include keywords that tell readers exactly what they'll get when they read your post.

A great tool to help you write compelling headlines is CoSchedule's [headline analyzer](#). It's user-friendly and will give you instant feedback on how to make your headlines better. For example, after a few tries, I scored 76 with the headline for this blog, which is a pretty good score, according to the analyzer.

Tip Three – Share Your Blogs on Social Media

Social media is not a passing fad. If you don't have a presence on at least some of the social media outlets available, you're missing out on great marketing opportunities.

Social media sharing can:

- drive traffic to your site,
- increase brand awareness, and
- build relationships with your customers.

While there are many social media websites, you only need to be on those where your customers hang out. You'll know what these are based on the buyer personas you created before you started blogging. **For B2B bloggers, being active on LinkedIn and Twitter is important, as that's where many B2B companies have a social presence.**

Also, consider sharing your content consistently and during times when your audience will have an opportunity to browse. Think about readers who have time to surf the net while commuting on the train to work in the morning. Lunchtime and after-work commuting hours are also good times to share your posts on social media, and increases the likelihood of your blog being read.

I hope these blogging tips help you better serve and inform your customers, increase your brand awareness and achieve your business objectives.

For more information on blogging or creating a content marketing strategy, [contact us](#).

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